

## POSITION DESCRIPTION

Overview	
<b>Title</b>	Fan Experience Coordinator
<b>Department</b>	Tournament Operations
<b>Location</b>	Sydney (Head Office) / NSW
<b>Reports To</b>	General Manager Fan Experience and Events
<b>Work Type</b>	Full-Time Fixed Term Contract
<b>Hours/Days Per Week</b>	37.7

Accountability	
<b>Number of direct reports</b>	0
<b>Number of indirect reports</b>	0
<b>Budget responsibility in \$</b> <i>(State whether prime, shared or contributory responsibility)</i>	NA

About Us
<p>The Asian Football Confederation (AFC) has awarded Football Australia hosting rights for the 2026 edition of the AFC Women's Asian Cup™. Having co-hosted the best-ever edition of the FIFA Women's World Cup™ in 2023, Australia will host the Continent's premier women's national team for a second time in history having also staged the 2006 edition of the AFC Women's Asian Cup™.</p> <p>This prestigious event will bring together 12 nations in a tournament structured into three groups of four. Following the resounding success of last year's FIFA Women's World Cup™, Football Australia, its stakeholders and partners are eager to create another tournament that celebrates women's football, delivers legacy outcomes for football and Australian society more broadly.</p> <p>A Local Organising Committee (LOC) has been established for the sole purpose of delivering the 2026 edition of the AFC Women's Asian Cup™ in Australia.</p>
Our Culture & Values
<p>AFC Women's Asian Cup is built on a foundation of inclusivity, respect, and unity, with a rich representation of both First Nations people and the diverse multicultural football community we proudly serve. We are united in our mission to deliver exceptional experiences for players, fans, and all those who are part of our journey. As one team, our strength lies in the trust we place in one another and the broader football family. Excellence drives everything we do, as we strive to create lasting opportunities that contribute to our Legacy 26 and elevate the global game.</p> <p>We strive to achieve this by embodying our core company values, which include:</p> <ol style="list-style-type: none"> <li>1. <b>Inclusive</b></li> <li>2. <b>United</b></li> <li>3. <b>Trust</b></li> <li>4. <b>Excellence</b></li> <li>5. <b>Agility</b></li> </ol>

## Background & Purpose of the Role

We are looking for an enthusiastic and detail-oriented Fan Experience Coordinator to join the AFC Women's Asian Cup 2026™ Local Organising Committee. This role will support the delivery of fan-focused experiences at all tournament stadiums, ensuring fan zones are vibrant, inclusive, and engaging.

The coordinator will play a critical role in managing the stadium fan activation zones, coordinating the activities of fan experience volunteers, and supporting the General Manager – Fan Experience and Events with merchandising initiatives at venues. This is an exciting opportunity to bring joy to fans and help create a tournament to remember.

This is a **fixed term contract-based role**.

## Role Responsibilities

### Fan Experience & Activation Zones

- Drafting of public facing Fan Experience information and supporting the marketing/comms teams with the creation of the fan guide, maps and other fan related information eg. FAQ's
- Support the planning, design, and execution of Fan Zones and activations across tournament venues.
- Coordinate onsite delivery of fan experience elements including games, entertainment, food and beverage offerings, and cultural activations.
- Work with suppliers, agencies and commercial partners to ensure quality, safety, and brand compliance of activations.
- Ensure that fan zones reflect tournament themes and are inclusive and welcoming to all fans.

### Volunteer Coordination

- Work with the Volunteer Management team to identify and deploy fan experience volunteers.
- Coordinate on-site volunteer roles and responsibilities related to fan engagement and activations.
- Support the induction, training, and management of volunteers working within the fan experience function.

### Merchandising Support

- Assist in the planning and implementation of merchandising opportunities at tournament venues.
- Coordinate with merchandising partners to ensure adequate supply, display, and sales processes are in place at stadiums.
- Support reporting and feedback related to merchandise performance and sales insights.

### General Coordination & Support

- Assist the General Manager – Fan Experience and Events with planning documents, operational schedules, and reporting requirements.
- Attend planning meetings and liaise with venue operations and event delivery teams to align fan experience delivery across venues.
- Support match day execution and fan journey initiatives as required.

Role Outcomes/ Deliverables	
<ul style="list-style-type: none"> <li>• Demonstrate effectiveness and efficiency through quality administration and support of the Fan Experience and Events team</li> <li>• Maintain regular communications and maintain a 'no surprises' culture to keep them informed of your work</li> <li>• Ensure all deadlines met and projects kept on track</li> <li>• Maintain project documentation and presentations</li> <li>• Provide reports on the progress made against the objectives and allocated tasks</li> <li>• Identify, escalate and consult on new or emerging issue</li> </ul>	
Major Interactions	
<ul style="list-style-type: none"> <li>• Asian Football Confederation</li> <li>• Football Australia</li> <li>• Tournament Venues</li> <li>• Host Cities</li> <li>• Event &amp; Production Agencies</li> <li>• Internal Program Areas including venues, accreditation, marketing and communications, competitions</li> </ul>	
Knowledge, Skills, And Experience	
<b>Essential</b>	<ul style="list-style-type: none"> <li>• 2–3 years' experience in event coordination, fan engagement, or related field.</li> <li>• Experience working on major events or in high-volume public environments.</li> <li>• Strong organisational skills with the ability to manage multiple tasks at once.</li> <li>• Excellent interpersonal and communication skills.</li> <li>• Experience coordinating volunteers or customer-facing teams.</li> <li>• Proficiency in Microsoft Office Suite and familiarity with planning documents and schedules.</li> <li>• </li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Passion for football, sport or major events.</li> <li>• Understanding of cultural programming or community engagement.</li> <li>• Experience in merchandising or retail environments.</li> </ul>
Unique Criteria	
<p>The following selected items identify the requirements of the role.</p> <p><input checked="" type="checkbox"/> Out of hours and weekend work</p> <p><input checked="" type="checkbox"/> Intra and/ or Interstate travel</p> <p><input type="checkbox"/> International Travel</p> <p><input checked="" type="checkbox"/> Significant periods of work away from home</p> <p><input checked="" type="checkbox"/> Significant Responsibilities – This does not contain a comprehensive listing of responsibilities, activities and duties that are required of the incumbent. These may change from time to time at the discretion and needs of the manager/organisation</p>	
Additional Requirements	

To comply with our organisational policies and/ or national and state legislation, the following selected items are requirements of the role;

- ☒ National Police Check
- ☒ International Criminal History Record for each country (other than Australia) in which you have resided for 12 months or more in the last 10 years (if applicable)
- ☒ Full working rights in Australia
- ☒ Working with children check (paid/ employee) or state- based equivalent
- ☐ Working with children check (volunteer) or state- based equivalent (volunteer roles only)